



# Spotlight on Market Research

How Research Leads to Better Results,  
for Lighting Programs

October 12, 2015

**Imagination at work.**

# The Lighting Segment

Lighting is considered a low interest category for most consumers, but depends on the segment.

- GE researched and developed consumer segments based on the **level of engagement** in the lighting category.

The lighting industry has seen many changes over the last few years, with new technologies being introduced.

- Presents an opportunity to find ways to better engage with consumers.



GE 100W Replacement LED  
Starting at: **\$16.99**  
★★★★☆  
For high brightness and high efficiency, this bulb is a no-brainer.



GE reveal®  
BR30 LED  
CNET EDITORS' CHOICE AWARD WINNER

EDITORS' CHOICE  
WINNER  
cnet

CNET EDITORS' RATING  
★★★★★  
Spectacular

AVERAGE USER RATING  
★★★★☆  
On the first to review



link?  
Buy 2 bulbs



# Consumer Product Categories Today



Technology

**Halogen**

**CFL**

And other benefits:  
No mercury/  
instant on

**LED**

Efficiency



Life



Lumens



Price

\$

\$\$

\$\$\$

Dimming



ENERGY STAR®



For a copy of the full presentation, please contact:

Lisa McLeer  
Marketing Manager, Utilities  
216-266-8763  
[lisa.mcleer@ge.com](mailto:lisa.mcleer@ge.com)



